

TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF JANUARY 2005

VENDOR	DESCRIPTION	AMOUNT
<u>ADVERTISING</u>		
COOKE COMMUNICATIONS	DAC MTGS	\$40.36
THE REPORTER	DAC MTGS	\$34.76
TINSLEY ADVERTISING	GEN FSHG	\$15,174.94
TINSLEY ADVERTISING	GEN ARTS	\$16,845.67
TINSLEY ADVERTISING	DIVE UMB	\$19,494.57
TINSLEY ADVERTISING	PROMO ADV	\$120,327.64
TINSLEY ADVERTISING	ADV EMERGENCY	\$35,641.26
TINSLEY ADVERTISING	DAC 1 ADV CAMPAIGN	\$193,699.71
TINSLEY ADVERTISING	DAC 2 ADV CAMPAIGN	\$46,953.99
TINSLEY ADVERTISING	DAC 3 ADV CAMPAIGN	\$46,901.86
TINSLEY ADVERTISING	DAC 4 ADV CAMPAIGN	\$29,699.64
TINSLEY ADVERTISING	DAC 5 ADV CAMPAIGN	\$54,930.70
		<hr/> \$579,745.10
<u>BRICKS & MORTAR PROJECTS</u>		
FLORIDA KEYS COMMUNITY COLLEGE	TWT RESTROOM RENOV	\$52,542.65
		<hr/> \$52,542.65
<u>VISITOR INFORMATION SERVICES</u>		
ISLAMORADA CHAMBER OF COMMERCE	DEC04	\$6,666.66
KEY LARGO CHAMBER OF COMMERCE	DEC04	\$7,750.00
		<hr/> \$14,416.66
<u>EVENTS</u>		
CELEBRATE	FOUNDERS SOCIETY	\$164.00
CLEAR CHANNEL	BLUE ANGELS	\$4,225.00
COOKE COMMUNICATIONS	FOUNDERS SOCIETY	\$1,566.00
DINA COYLE	FOUNDERS SOCIETY	\$1,100.00
FLORIDA KEYS KEYNOTER	FOUNDERS SOCIETY	\$529.30
KEY WEST FISHING TOURNAMENT	RQST1 FY05	\$779.99
KEY WEST THE NEWSPAPER	FOUNDERS SOCIETY	\$180.00
KEY WESTER MAGAZINE	FOUNDERS SOCIETY	\$175.00
OCEAN REEF BTU BACKBONE	BROCHURE	\$4,000.00
TROID BRETT DBA FLOATING ISLAND	BLUE SKY ART & CRAFT SHW	\$967.79
US 1 RADIO	FOUNDERS SOCIETY	\$400.00
		<hr/> \$14,087.08
<u>OFFICE SUPPLIES & OPER COSTS</u>		
BARACK PENSIONS	PLAN YR 2004/401K	\$1,060.00
C.B SCHMITT REAL ESTATE	DEC04 RENT	\$7,503.60
DIVERSIFIED SERVICES	DEC04	\$345.00
FEDERAL EXPRESS CORP	SHIPPING	\$140.05
FLORIDA SANITARY SUPPLIERS	HIGGS BCH OPER SUPPLIES	\$936.88
KEY WEST AWARDS	HOUTZ-NAMEPLATE	\$15.00
KEYS INSURANCE SERVICE	1/18/05-1/18/06	\$3,702.00
MONROE CONCRETE PRODUCTS	CONCRETE/HIGGS BCH	\$273.13
OFFICE DEPOT	OFFICE SUPPLIES	\$85.02
PITNEY BOWES	OCT-DEC04	\$453.00
RAYBRO CED	HIGGS BCH MAINT SUPPLIES	\$384.34
REXEL CONSOLIDATED	MUSEUM MAINT SUPPLIES	\$49.35
REXEL CONSOLIDATED	HIGGS BCH OPER SUPPLIES	\$146.44
ROBBIE'S SAFE HARBOR MARINA	DEC04 MAINT VET PRK	\$1,338.13
ROBBIE'S SAFE HARBOR MARINA	DEC04 MAINT HH PRK	\$1,630.20
ROBBIE'S SAFE HARBOR MARINA	DEC04 MAINT HIGGS BCH	\$7,117.42
SHERWIN WILLIAMS	HIGGS BCH OPER SUPPLIES	\$185.08
TOTAL TEMPERATURE CONTROL	JAN05 MAINT	\$99.95
XEROX CORP	DEC04 COPIER	\$512.45
XEROX CORP	DEC04 FAX/PRINT CHGS	\$105.81
		<hr/> \$26,082.85

PERSONAL SERVICES

3406 N. ROOSEVELT BLVD	JAN-FEB05	\$68,869.15
		<u>\$68,869.15</u>

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	PR EXP	\$15,265.31
		<u>\$15,265.31</u>

SALES & MARKETING

AMEUROP PHONE ASSIST	DEC04	\$1,500.00
ATLANTA PRIDE COMMITTEE	PRIDEMARKET,ATLANTA 6/24-26/05	\$1,230.00
ARNOLD SHEER	MYSTERY CALLER JAN05	\$2,450.00
BH & L DECORATORS	HUDDLE ,DAYTONA 1/26-27/05	\$105.44
BYRD COOKIE COMPANY	KEY LIME COOLERS	\$235.90
FLORIDA KEYS.COM	GRAPHICAL ICON/TDC I-PIX TONE/REEF RELIEF VIDEO CV	\$5,645.00
FLORIDA SOCIETY OF ASSN	MEMB#7189 1/1/12/31/05	\$175.00
FREEMAN DECORATING	HOL SHWCSE	\$8.10
MONROE COUNCIL OF THE ARTS	OCT-NOV04	\$12,083.32
PRANGE O'HEARN	NOV04 COLL	\$3,718.75
REED BUSINESS INFORMATION	KEMPS INT'L 05	\$2,975.00
SUSANNE TORTU	CD-HOL SHWCSE 12/04	\$21.45
SUSANNE TORTU	BOOTH DECOR-HOL SHWCSE	\$129.00
THE MARKET SHARE	NOV04 ADM	\$1,900.00
TOM CONSULTING	TOUR RDSHW 04	\$186.77
VISIT FLORIDA	ITB,BERLIN 3/11-15/05	\$5,722.05
VISIT USA FOUNDATION	1/1-12/31/05	\$786.54
VISIT USA MKTG & PROMO	MEMB-4/1/04-3/31/05	\$947.66
		<u>\$39,819.98</u>

TELEPHONE & UTILITIES

AT&T	2213609NOV04	\$15.95
AT&T WIRELESS	5090402NOV-DEC04	\$147.57
BELLSOUTH	2213609OCT04	\$0.08
BELLSOUTH	2941936DEC04	\$233.88
BELLSOUTH	2942901DEC04	\$936.62
BELLSOUTH LONG DISTANCE	2961552DEC04	\$668.35
CITY OF KEY WEST	JAN05 LT HSE	\$973.30
CITY OF KEY WEST	JAN05 HIGGS BCH	\$2,853.56
FKAA	DEC04 HH OCEAN	\$61.50
FKAA	DEC04 HH PARK	\$1,602.80
FKAA	DEC04 TDC	\$67.71
FKAA	JAN05 WH	\$1,693.69
FKAA	JAN05 L DUCK	\$1,015.62
FLORIDA KEYS ELECTRIC	DEC04 HH PARK	\$1,026.90
KEYS ENERGY SERVICES	DEC04-JAN05 W MART TOWER	\$47.70
KEYS ENERGY SERVICES	JAN05 TDC	\$295.08
KEYS ENERGY SERVICES	JAN05 HIGGS BCH	\$184.34
KEYS SANITARY SERVICE	JAN05 HH PARK	\$863.54
MC MUNICIPAL SVC DIST	DEC04 HIGGS BCH	\$139.84
MC MUNICIPAL SVC DIST	DEC04 MUSEUM	\$83.72
WASTE MANAGEMENT OF FL	JAN05 HIGGS BCH	\$2,761.92
		<u>\$15,673.67</u>

TRAVEL

HAROLD WHEELER	LA 1/7/05	\$75.00
HAROLD WHEELER	LA 12/17/04	\$18.00
JESSICA MAZZOLA	VAC EXPO,MA 1/19-24/05 ADV TVL	\$1,020.00
JUTTA FARRER	VAC EXPO,MA 1/19-24/05 ADV TVL	\$1,006.50
KEY WEST TRAVEL CONDO	S.TORTU-IL 12/12-16/04	\$472.10
KEY WEST TRAVEL CONDO	J.FARRER-IL 1/6-10/04	\$752.90
STACEY MITCHELL	ATE,DC 1/26-31/05 ADV TVL	\$1,425.50
SUSANNE TORTU	HOL SHW,IL 12/12-16/04 FINAL TVL	\$66.91
		<u>\$4,836.91</u>

TOTAL	<u>\$831,339.36</u>
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